

UNDERGRADUATE THESIS

**THE IMPLEMENTATION OF RECOGNIZED LOYALTY
MEMBER IN ENHANCING THE GUEST SATISFACTION
AT HOLIDAY INN EXPRESS BARUNA**



POLITEKNIK NEGERI BALI

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**TOURISM DEPARTEMENT
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**This research proposal is submitted as one of the requirements to create an
undergraduate thesis Tourism Management Study Program in
Politeknik Negeri Bali**



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Praise the writer thanks to God Almighty for His blessings and grace that the writer can complete the thesis with the title “**The Implementation of Recognized Loyalty Member in Enhancing The Guest Satisfaction at Holiday Inn Express Baruna**” in a timely manner. This research is being written as a forum for channeling student knowledge that has been learned and as an initial step in fulfilling the requirements for compiling a thesis in order to complete the Bachelor of Tourism Business Management at Politeknik Negeri Bali.

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Writer



Andhika Reza Pratama



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ABSTRACT

Pratama, Andhika Reza, (2025). The Implementation of Recognized Loyalty Member in Enhancing The Guest Satisfaction at Holiday Inn Express Baruna

This undergraduate thesis has been supervised and approved by Supervisor I: Dr. Drs. I Ketut Sutama, MA, and Supervisor II: Putu Tika Virginiya, S.Pd., M.Pd.

Keywords: member loyalty, recognized, guest satisfaction, hotel service, Holiday Inn Express Baruna.

This research seeks to examine the implementation of recognition for loyalty members and its effect on the Guest Satisfaction Index (GSI) at Holiday Inn Express Baruna. Employing a qualitative descriptive approach, data was gathered through interviews with hotel personnel, observations of guest interactions, and the review of internal hotel documentation from January to March 2025. The study emphasizes how personalized services, exclusive advantages, prioritized assistance, and effective communication can enhance guest satisfaction. The findings indicated that acknowledging loyalty members notably enhanced four critical aspects of GSI: loyalty recognition, room cleanliness, problem resolution, and the overall guest experience. Guests who are members receive superior treatment and services compared to non-member guests, leading to heightened satisfaction and favorable feedback. This study offers valuable insights for hospitality professionals in the development and execution of loyalty programs aimed at boosting guest satisfaction and fostering long-term loyalty.

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ABSTRAK

Pratama, Andhika Reza, (2025). The Implementation of Recognized Loyalty Member in Enhancing The Guest Satisfaction at Holiday Inn Express Baruna

Tesis sarjana ini telah diawasi dan disetujui oleh Dosen Pembimbing I: Dr. Drs. I Ketut Utama, MA, dan Dosen Pembimbing II: Putu Tika Virginiya, S.Pd., M.Pd.

Kata Kunci: loyalitas anggota, pengakuan, kepuasan tamu, layanan hotel, Holiday Inn Express Baruna.

Penelitian ini bertujuan untuk mengkaji implementasi penghargaan untuk loyalty member dan pengaruhnya terhadap Guest Satisfaction Index (GSI) di Holiday Inn Express Baruna. Dengan menggunakan pendekatan deskriptif kualitatif, data dikumpulkan melalui wawancara dengan personil hotel, pengamatan interaksi tamu, dan peninjauan dokumentasi internal hotel dari bulan Januari hingga Maret 2025. Penelitian ini menekankan bagaimana layanan yang dipersonalisasi, keuntungan eksklusif, bantuan yang diprioritaskan, dan komunikasi yang efektif dapat meningkatkan kepuasan tamu. Temuan menunjukkan bahwa pemberian penghargaan kepada anggota loyalitas secara khusus meningkatkan empat aspek penting dari GSI: pengakuan loyalitas, kebersihan kamar, penyelesaian masalah, dan pengalaman tamu secara keseluruhan. Tamu yang menjadi anggota menerima perlakuan dan layanan yang lebih unggul dibandingkan dengan tamu yang bukan anggota, sehingga meningkatkan kepuasan dan umpan balik yang baik. Studi ini menawarkan wawasan yang berharga bagi para profesional perhotelan dalam pengembangan dan pelaksanaan program loyalitas yang bertujuan untuk meningkatkan kepuasan tamu dan menumbuhkan loyalitas jangka panjang.

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CHAPTER I

INTRODUCTION

1.1 Background of The Study

Bali Island commonly known as the Island of the God's is an area rich in beautiful nature such as mountains and seas, flora and fauna interesting culture and local wisdom. The exoticism of nature and culture and its people has crowned Bali as the locomotive of Indonesian tourism. Bali, known for its cultural tourism, balances global popularity with growing commercialization. Renowned for its beauty and traditions, the island faces cultural challenges but remains proud to showcase its heritage to the world (Hitchcock et al., 2018).

Tourism is the most sustainable commodity and touches the lower levels of society. Tourism as an industry that moves quite dynamically today and is vulnerable to issues. Some of the main elements contained in tourism include the element of travel, the existence of temporary new places, and the primary purpose is not to make a living (Kristina et al., 2021).

Tourism on the island of Bali not only brings in foreign exchange but also becomes one of the sources of regional income. The dynamic development of tourism also makes the development of hotel accommodation in Bali grow (Wesnawa, 2022). (Badan Pusat Statistik (BPS), n.d.) reported that there were 3,528 accommodation business units in Bali in 2022. Bali is also the province with the second highest number of star hotels in Indonesia in 2022. A hotel is an accommodation facility that provides temporary living services and a holistic experience for guests. In the highly competitive hospitality industry, guest

satisfaction is key to maintaining customer loyalty (Astawa et al., 2020). One crucial strategy implemented by hotels is a loyalty program, where frequent guests are given special recognition in the form of exclusive benefits such as room upgrades, priority services, and additional gifts (Somantri et al., 2024). This recognition of loyalty members is important in improving the Guest Satisfaction Index (GSI), as it provides a sense of appreciation and enhances the overall guest experience from check-in to check-out. Furthermore, with this recognition, guest loyalty can be strengthened, resulting in increased customer retention and positive hotel reviews.

Accommodation for tourists is important because it is a place for tourists that supports the various activities carried out by guests as tourists. Accommodation is a place that someone uses to stay temporarily for less than 12 hours (Permatasari, 2024). In addition, according to (Tiku & Shimizu 2020), accommodation refers to the lodging provided for tourists, which can be categorized based on class or rating, such as 1-star, 2-star, 3-star hotels, and non-star accommodations. These accommodations serve to meet the lodging needs of visitors and play a significant role in supporting the tourism sector and the local economy through job creation and tourist spending. Accommodation makes life temporary for tourists with a variety of supporting facilities. Such as meeting rooms, and vehicle rental are one of the attractions for accommodation.

One type of accommodation that is common for tourists is hotels. Hotels are companies that provide accommodation service at home (Julita et al., 2022). The quality of hotel accommodation is often referred to as service quality, which is a very important part of service satisfaction. Currently, almost every hotel continues

to improve its service quality to provide guest satisfaction and increase room occupancy. Guest satisfaction staying at the hotel is the main thing for the hotel because guest satisfaction is what will make guests want to come back to the hotel and may become loyal guests or hotel members (Lončar & Knežević, 2023). Membership is one of the steps to build a deeper relationship with the company. Membership is an activity to achieve formal status support in a particular group (Rosyid et al., 2023). With loyal members, the product or service will be recognized more quickly.

One of the hotels located on Jalan Wana Segara, Tuban, Bali, called Holiday Inn Express Baruna, is a 4-star hotel under the auspices of Intercontinental Hotels Groups, which has a Recognition Loyalty Member program for member guests. Hotel Holiday Inn Express Baruna Bali highly appreciates loyal guests who come back to enjoy the services at the *hotel*.

Holiday Inn Express Baruna, as one of the hotels that focuses on improving guest experience, has implemented a loyalty program to increase guest satisfaction and maintain Guest Satisfaction Index (GSI) stability. An analysis of the occupancy rate of loyalty member guests over the past year can provide insight into the effectiveness of the program.

Understanding the importance of loyalty members is essential in the competitive hospitality industry. Loyalty members are often repeat guests who are more likely to provide positive feedback, promote the brand through word of mouth, and maintain consistent occupancy. According to (Kandampully et al., 2015) loyal guests not only reduce customer acquisition costs but also contribute to

long-term profitability and brand reputation. Therefore, recognizing and prioritizing loyalty members can lead to improved operational performance and guest satisfaction, making them a critical segment for hotel success.

This research explores the influence of recognized loyalty member on the Guest Satisfaction Index (GSI) in mid-scale hotels such as Holiday Inn Express Baruna. The focus is on examining how indicators like loyalty recognition impact key aspects of GSI, including cleanliness of the room, problem handling index, and overall experience. This study is particularly relevant in the post-pandemic era, where guest expectations have shifted towards more personalized and meaningful experiences. By addressing this topic, the research provides practical insights for hotels to improve guest satisfaction and foster stronger customer loyalty while also contributing to the academic understanding of guest satisfaction in Indonesia. With background and experience in the hospitality industry, this research is also a strategic step to provide data-driven recommendations and strengthen the writer's career in hospitality.

1.2 Research Questions

Through the description in the background above, the formulation of the problem that can be drawn is as follows:

1. How is the implementation of recognized loyalty member at Holiday Inn Express Baruna?
2. How can the implementation of recognized loyalty members improve Guest Satisfaction at Holiday Inn Express Baruna?

1.3 Research Objectives

1. To identify the current implementation of recognized for loyalty member at Holiday Inn Express Baruna.
2. To analyze the impact of recognition loyalty members on improving the Guest Satisfaction at Holiday Inn Express Baruna.

1.4 Benefits of Study

This research is expected to provide both practical and theoretical benefits, as outlined below:

1.4.1 Theoretical Benefits

This study can enrich the literature in the field of hospitality management, mainly related to the concepts of professional recognition and guest experience. It aims to enhance the understanding of the relationship between employee recognition, guest experience, and the impact on the Guest Satisfaction Index (GSI).

1.4.2 Practical Benefits

1. For Employee

This study can increase employee's understanding of the importance of recognition and rewards in improving their performance and professionalism in the workplace.

2. For Hotel Management

The results of this research can be used by hotel management to design policies regarding the recognition of loyalty members and promotional strategies to enhance guest satisfaction.

3. For Bali State Polytechnic

The study contributes to the theoretical framework in hospitality management and marketing and can be used as a reference for future research in this field.

1.4.3 Scope of Study

The study is conducted at Holiday Inn Express Baruna Bali, focusing on the implementation of the Recognized Loyalty Member and its role in enhancing the Guest Satisfaction . The subjects of the study include the loyalty program itself and the hotel staff responsible for interacting with guests participating in the program. The primary variables examined are professional recognition and guest experience, with a particular emphasis on understanding their impact on the overall GSI. This approach aims to provide insights into how loyalty programs and staff professionalism contribute to guest satisfaction in the hospitality industry.

1.5 Scope and Limitations of Study

1.5.1 Limitations of Study

The study has several limitations: it only includes loyalty program members, which may not fully represent all hotel guests, and the data collection is limited to the period from January–March 2025, potentially reflecting guest satisfaction during this specific timeframe. The study focuses solely on Holiday Inn Express Baruna Bali, meaning the findings may not apply to other properties or hotels outside this network. Furthermore, the study concentrates on professional recognition and guest experience, excluding other factors like facilities or pricing that could influence guest satisfaction.

CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

Based on the results of research conducted at Holiday Inn Express Baruna Bali regarding the implementation of the Recognition Loyalty Member program and its impact on the Guest Satisfaction, several important conclusions can be drawn. This program is implemented through various strategies such as personal greetings, special key jackets, welcome cards, and priority service during the check-in process which aims to recognize and reward loyal guests in accordance with IHG service standards.

This loyalty recognition program shows has a favourable impact on the GSI scores, particularly on the dimensions of loyalty recognition and overall experience. Medallia's monthly reports show that loyalty members consistently record higher satisfaction scores than non-members, especially in months with high member occupancy. Staff professionalism and consistency in executing loyalty SOPs, including the 10-5 rule, tier-based benefits, and emotional recognition, are instrumental in increasing guest satisfaction and strengthening the emotional connection between guests and the hotel brand.

In addition, months with higher occupancy rates of loyalty members tend to coincide with increased GSI scores, suggesting that loyal guests not only increase satisfaction but also provide value in terms of occupancy stability and revenue growth. Overall, the Loyalty Member Recognition program proved to be an

effective tool to increase guest satisfaction, build long-term loyalty, and strengthen the hotel's brand image in the competitive hospitality industry.

5.2 Suggestion

Based on the research findings and analysis, several suggestions are proposed to improve the implementation of the Recognition Loyalty Member program and to enhance the Guest Satisfaction at Holiday Inn Express Baruna Bali, several suggestions can be put forward for further improvement and future research development. For the hotel management, especially Holiday Inn Express Baruna, it is advisable to continuously evaluate and refine the strategies used in recognizing loyalty members. This includes enhancing communication effectiveness and offering service with a personal touch that go beyond standard practices. Introducing unique and seasonal benefits or surprise rewards can help foster emotional engagement and strengthen guest loyalty. Moreover, regular training for staff especially weekly in the front office and guest service area should be conducted to ensure consistent delivery of quality service to loyalty members, which directly impacts guest satisfaction.

For future writers and researchers interested in similar topics, it is recommended to expand the scope of research to include various hotel categories, such as luxury, resort, or budget hotels, to allow comparative analysis of loyalty program effectiveness. Additionally, combining qualitative and quantitative methods or incorporating guest perspectives through surveys or interviews could provide more holistic insights. Future research could also consider other influencing factors on the Guest Satisfaction Index, such as pricing, facilities, or cultural

expectations from diverse guest segments, especially in the context of evolving post-pandemic hospitality trends. These suggestions aim to enrich both academic literature and practical applications within the hospitality industry.



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